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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Research Administration
Bureau of Agricultural and Industrial Chemistry
Washington 25, D.C.

To: G. W. Irving, Jr., Assistant Chief of Bureau, AIC

From: F. L. Teuton, Head, Information Division, BAIC

Subject: Report on Trip to Memphis, Tennessee to put on Bureau Exhibit for the 14th Annual Meeting of the National Farm Chemurgic Council

March 29, 30, 31 and April 1. Several weeks ago the Bureau accepted an invitation from the National Farm Chemurgic Council to put on a "New Food" dinner at the Peabody Hotel in Memphis at 7 o'clock Tuesday evening, March 29 as a prelude to the opening of the Council's annual meeting in the same hotel the following morning.

The food for this dinner was supplied by the Bureau's Laboratories and Research Divisions and flown to Memphis for the occasion. The 12 items on the menu were prepared in the kitchen of the Peabody Hotel, under my supervision, and served to 31 selected guests that had been invited by the Chemurgic Council. Wheeler McMillen, President of the Council was toastmaster. This dinner was one of the highlights of the entire meeting. It attracted a great deal of local interest in Memphis, and particularly around the hotel and among its guests, and was given considerable publicity in the Memphis newspapers as well as by both the Associated and United Press. All food items arrived in good conditions, and through the cooperation of the Peabody Hotel which became greatly interested in the new food idea, we were able to serve a splendid meal. Each guest was given a menu and asked to list his preferences in one, two order so that we might get some idea of the public acceptance of our new products. Mr. M. F. Taggart of the O'Brien Corporation of South Bend, Indiana, made the report which shows that number one place went to the new orange puree sherbet, number two went to raspberry frozenspread, number three to lemon meringue pie and number four to the new apple juice. The comments on each item were: apple juice "OK leave it alone - its just right." Cream of mushroom soup, "OK, too." Gelled Pineapple salad, "OK". Turkey Steak, "Burger type, OK." Dehydrofrozen peas, "Just like fresh peas from the garden." Potato chips, "OK." Raspberry frozenspred, "Extra good." Pickles "OK." Lemon meringue pie "OK." Orange sherbet, "Very supreme." Assorted candies, "Fine." Coated almonds, "OK." The Chemurgic Council paid the hotel for the preparation and serving of the food. The cost was \$46 which I think was reasonable considering the extra trouble involved. A number of Washington representatives of magazines and newspapers have asked for information on the dinner and indicated they would have something on it in future issues. At this writing these include the Associated Press, Pathfinder Magazine, Progressive Farmer, and the Farm Journal. A set of newspaper clippings have been sent to each of the four Laboratories.

The Bureau was also invited to put on an exhibit at the Chemurgic meeting. This exhibit which was bureau-wide was displayed along one entire end of the Peabody Hotel balcony overlooking the main lobby. The end of the balcony is about 50 feet long but since we displayed on both sides we had approximately 100 feet of exhibits. There were 12 commercial exhibits along the sides of the balcony. The cut-away Crosley motor from the Northern Laboratory was the number one point of interest among all the exhibits. There was a crowd around it most of the time when the meetings were not in session. Mr. Porter and Mr. Gilbert who were sent from the NRRL to demonstrate the engine and test truck that show how the new alcohol injector works did an excellent job in explaining and demonstrating their two exhibits. The Mayor of Memphis provided a large parking space for the test truck in front of the hotel where it was seen by several thousand people during its approximately 3-day stay in Memphis. Performance records were kept on the truck for the round trip, and this information will be evaluated and given out in due time.

In addition to our regular Bureau exhibits we were supplied with three new exhibits made for us by commercial organizations now using manufacturing or processing methods worked out in our Bureau. One of these was a large wood-framed exhibit about 4 x 7 feet prepared by the Virginia Carolina Chemical Company and showing in colors the new "Vicara" fiber that organization is now producing on a large commercial scale. Vicara is based on the zein fiber developed in the NRRL and the company gave us full credit for the basic work on a suitable card at the top of the panel. The panel had to be returned to the home office at Taftville, Connecticut since it is a part of a larger exhibit they are now working up.

The Rubberset Company of Newark, New Jersey also sent the Bureau a fine colorful exhibit panel for use at the Memphis meeting. This panel, about $3\frac{1}{2}$ x 6 feet in a wooden frame and made up in suitable colors shows the new casein fiber, developed in the ERRL, and the step by step production of turning out the new air filters that use large quantities of this material for filtering the air that goes into the carburetor of automobile and truck engines. It also shows the possibilities of using this new fiber in mattresses. The Bureau is given full credit for developing the basic process for the production of this new casein fiber. This panel has been given to us and will be used in future exhibits showing bureau accomplishments.

The Fram Corporation of Providence, Rhode Island, prepared a beautiful and colorful exhibit showing how it uses the new casein fiber in the commercial production of its new air filter. Rubberset is now producing this new casein fiber on a commercial scale in its plant at Salisbury, Maryland, and selling it to Fram which blends it with wool, 80 percent casein and 20 percent wool for use in making a new type replaceable cartridge filter that can be sold at a low price and changed in a few minutes by filling station attendants.

Over 300 persons registered for the Chemurgic meeting and possibly that many more attended some of the more important sessions. Including the guests at the hotel I think it is safe to say that our exhibit was seen by several thousand people from all walks of life.

One of the highlights of the meeting was President Wheeler McMillen's opening talk at which he announced he was going to try to get an appropriation of 174 million dollars to search for new foreign plants that might prove useful in improving American life.

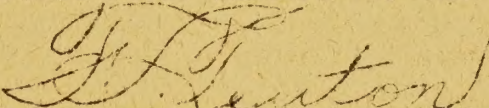
The following telegram from Secretary Brannan to Wheeler McMillen was read at the opening luncheon, "May I in behalf of the scientific interests of the Department of Agriculture express my good wishes to the 14th Annual Farm Chemurgic Conference. We are happy that representatives of the Department are going to be present to report upon and display some of the progress they are making in this great field."

Director Walter Scott of the Southern Laboratory made an interesting talk on new cotton developments which received considerable space in one of the Memphis newspapers.

Al Kime, Technical Assistant to Dr. Scott delivered an illustrated talk on the SRRL's cotton work at a meeting of the Agricultural Council of Arkansas which met in Memphis on Monday, March 28. Many of those attending this meeting, about 125 in all, stayed for the Chemurgic meeting.

Mr. P. V. Cardon, Administrator of the Agricultural Research Administration, made a talk on the closing day of the Chemurgic meeting on "Possibilities for New Chemurgic Crops."

Mr. McMillen stated that the Memphis meeting was one of the best they had held in a number of years. The weather was fine, and the local civic organizations supported the movement and turned out in considerable numbers for the evening meetings.


F. L. Teuton

